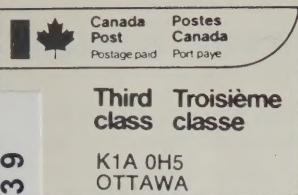


CA
TI
I71



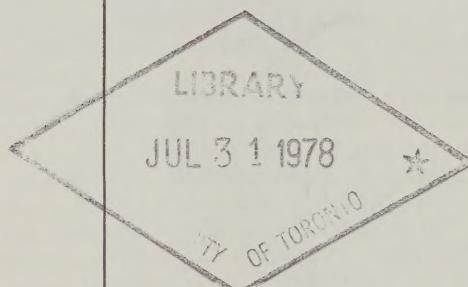
adelivered return to:
t. Industry, Trade and Commerce
wa, Canada K1A 0H5

ITC NEWSLETTER

March 1978

Government
Publications

I.T.C. Newsletter is published monthly by the Federal Department of Industry, Trade and Commerce. Its purpose is to keep business people informed on business, industrial and government activity in Canada and abroad.



Government
of Canada

Industry, Trade
and Commerce

Gouvernement
du Canada

Industrie
et Commerce

Mailing address:**I.T.C. Newsletter**

Office of Information and Public Relations
Department of Industry, Trade and Commerce
235 Queen Street
Ottawa, Ontario K1A 0H5

Minister:

Jack H. Horner

Minister of State for Small Business:

Anthony C. Abbott

Premiers Federal-Provincial Conference ITC Involvement

On February 13, 14 and 15 the First Ministers of the Provinces and Canada met in Ottawa to co-operatively lay the framework for an improved economic climate in Canada.

Prior to the meeting of First Ministers, the ground had been prepared by an extensive federal-provincial consultation process covering principal sectors of the economy. For our part, that involved meetings of the Deputy Ministers of Industry and of Tourism on December 19 and 20, a second meeting of Deputy Ministers of Industry on January 23 and, finally, meetings of Ministers of Industry and of Tourism on January 30 and 31.

As a contribution to the discussions at all these stages, the Department developed discussion papers on the broad issues that cut across the manufacturing and tourism sectors. These papers were developed in co-operation with other federal departments and the respective provincial departments. Our aim was to reach as much agreement as possible on those general issues which were of most concern to the manufacturing and tourism sectors in order to aid the First Ministers to come to grips with them and develop courses of action to stimulate economic activity in Canada.

As a Department we were perhaps uniquely prepared for such a task. We had just concluded an Enterprise Canada 77 program during which more than 5,300 individual businessmen had been interviewed to determine what they saw as the main problems and opportunities for their businesses. The Industry Sector Branches and other parts of the Department completed 22 industry sector profiles setting out facts related to each sector and discussing its problems and future opportunities for growth.

Within a short period of time, our Department pulled together our own views of the major issues, saw them accepted within the Government, consulted with industries and provinces, and produced published documents. A very large and successful effort against short deadlines was made in translating, editing, printing and producing these sector and horizontal papers. Since publication day more than 50,000 copies have been distributed.

We also took part in federal-provincial discussions related to other sectors of the economy, including energy, fisheries, agriculture, and forestry. We provided papers and data to help other departments prepare their Ministers for the First Ministers' Conference.

Our Minister was able to report to the First Ministers' Conference that he and provincial industry ministers shared concern with the excessive growth in the Public Service, application of environmental protection rules, impact of unemployment insurance, the amount of government regulation and paperwork requirements, transportation policies and taxation as well as inadequate research and development. All of these concerns were reflected by the First Ministers. Tourism Ministers shared many of the concerns of the Industry Ministers and agreed that policies on wage rates for the hospitality industry should be reviewed, that applications for domestic charters should be quickly processed by the Canadian Transport Commission, that public awareness of the importance of tourism should be improved, that both public and private sector officials be encouraged to display proper attitudes towards visitors, and that governments confirm a priority for a tourism plan development. Both the Industry and Tourism Ministers confirmed that the problems of small businesses in Canada should receive priority attention.

These industry and tourism concerns . . . which together add up to a new emphasis on strengthening private enterprise . . . was the leading theme of the agreement on economic policy direction reached by the First Ministers.

The need for a continuing consultation process among governments and with business and labour was agreed by Ministers and confirmed by First Ministers. Our Department shall proceed with the establishment of 22 task forces from the manufacturing and tourist industries. These consultative groups of about 10 or 12 members will be drawn from business and labour, with modest representation from federal and provincial governments. Their job will be to update and revise the sector profiles, to improve the knowledge base about industries and, most importantly, to develop recommendations for specific policy actions by government. Recommendations are to be completed by June 30.

For all of us in the Department a new era of consultation activity and action is the result. I.T.C. personnel have been working under great pressure during most of 1977 and it will demand a greater effort in the months ahead.

Canadian Showcases Abroad

In its bid to display and sell Canadian products, services and high technologies around the world, the Department of Industry, Trade and Commerce will sponsor, among others, two important events in April: **Energy '78** in Brazil and **Euroshop '78** in Germany.

Energy '78 is an international trade exhibition to be held in Sao Paulo, Brazil, April 10-16. Never before has South America provided such an important shop window for the products and services of companies engaged in the oil, gas, hydroelectric and nuclear power industries. ITC is sponsoring 19 manufacturers and five engineering consultants to represent Canada at **Energy '78**. The location of **Energy '78** is especially significant because Brazil's accelerating development of natural resources could make it one of the world's major producers and consumers of energy.

Canadian companies are actively involved in Brazilian mining, oil exploration and hydroelectric projects, and two of the Canadian exhibitors at Sao Paulo have subsidiaries in Brazil. Canadian companies will display oil and natural gas extraction equipment while consultants offer services in all phases of oil and gas development from initial exploration to refinery gate.

The main exhibit is a one-atmosphere subsea system which allows undersea oil reserves to be tapped much earlier than would be possible by traditional methods. Also on display will be a vertical axis wind-powered generator that produces 200-2,800 watts in a 16 km/h breeze.

Euroshop '78 will be held in Dusseldorf, Federal Republic of Germany, April 7-12 and ITC will sponsor 10 Canadian companies which will emphasize the well-established international reputation of Canada's merchandising and display industry. Products to be displayed will include: standard and refrigerated showcases; commercial canister and vacuum carpet cleaners; modular free-standing floor and ceiling suspended merchandising units; automatic key cutting machines; coin-operated hot and cold drink and food dispensers; bolt and screw-free modular tubing in a variety of finishes; merchandising systems, store planning and merchandising consulting services and displays.

These are just two of the many interesting and exciting trade events the department is planning and while these particular events are fully subscribed, there are others that may be of interest.

For further details on ITC's trade fairs and missions program contact:

The Promotional Projects Branch,
Industry, Trade and Commerce
235 Queen Street
Ottawa, Ontario
Tel.: 992-3959 (area code 613).

Annual Meeting of the Inter-American Development Bank

More than 2,000 delegates, observers and special guests are expected to flock to Vancouver, B.C., April 17-19 for the Annual Meeting of the Inter-American Development Bank. As a result of the meeting many Canadian businessmen will hear of the Bank (commonly called the IDB) for the first time. Others who know of the IDB's existence will want to examine its relevance for the future growth of their firm.

Companies looking for export markets in Latin America and the Caribbean will find it worthwhile to become familiar with the procedures and the operations of the IDB.

The Bank's function is to provide loans to developing countries in the Americas. Money is raised by selling shares, by borrowing on international money markets and by receiving contributions. The shareholders in the Bank are national governments and are normally called "members". As one of the forty-one member countries Canada has purchased about 5% of the shares.

The IDB loans put money in the hands of potential importers of Canadian goods and services. In 1976 the Bank authorized over one and one-half billion dollars in loans. Each loan is designed to meet a specific need — to build a pipeline in Argentina, to construct a sawmill in Honduras, to expand a university in the Dominican Republic, etc. These projects all require imported equipment and services.

Because Canada is a member of the IDB, Canadian consultants and suppliers are eligible to compete for contracts funded by IDB loans. As a significant shareholder the Federal Government receives a constant flow of information about the Bank's lending program.

To permit Canadian business to take advantage of these opportunities ITC has prepared an explanatory

guidebook entitled "International Financial Data". This book provides explanations of multilateral financial institutions (including the IDB) as well as CIDA and EDC. Most importantly it acts as an introduction to the "Multilateral Project Information System", usually called MPIS for short. The MPIS provides subscribers with a periodic updated listing of multilateral bank loan applications and projects broken down by geographic region and industrial sector. To receive either of these free publications or to seek advice about the IDB the relevant unit in ITC is the Western Hemisphere Division, Office of Overseas Projects.

Some Canadian businessmen will no doubt want to consider attending the IDB Annual Meeting in Vancouver. For firms who have specific export opportunities in mind, the meeting can be a good place to establish contacts. However, for a firm lacking in experience in Latin America, there are better ways to gather basic information. Most of the official Latin American delegates to the meeting are government planning and finance officials who are not responsible for specific projects. To investigate specific opportunities exporters are requested to make their interests known to ITC to search out useful contacts who will be attending the meeting.

The Department of Industry, Trade and Commerce will be co-ordinating a series of seminars to be held in early March to explain how the IDB operates and to provide advice for those thinking of going to the Vancouver meeting. At the meeting itself a Business Centre will be established to facilitate contact between Canadian firms and visiting Latin Americans. After the end of the Vancouver meeting Canadian firms may wish to invite their Latin American contacts to see projects or production facilities in Canada.

To win business under IDB financing the basic rules are simple and identical to those you will use generally. First, establish your objectives and the manpower and budget available; second, concentrate on one market area and identify a list of specific opportunities; third, draw up

and carry out a marketing plan to make your customer know your product's advantages; and fourth, offer your customer an attractive purchase proposal. The Department of Industry, Trade and Commerce is prepared to provide you with assistance for steps two and three.

Ministerial Mission in Algeria and Morocco

This report may be a bit late, but since the results of the mission are rather interesting, it is worth the space.

The Honourable Jean-Pierre Goyer, the official representative of the minister of Industry, Trade and Commerce, headed a mission in Algeria and Morocco of 23 representatives from leading industries in Canada. The purpose of this mission was to establish the Canadian Government's desire to diversify its trading with both countries and to reinforce the efforts of the Canadian companies.

The mission brought almost instant results: \$65 million worth of commercial contracts; Algerian authorities announced that they intended to award a contract to a Canadian company for a gas processing plant, and that Canadian industry would share nearly \$600 million in contracts; negotiation of credit lines with Algeria and Morocco in the amount of \$1.2 billion and \$185 million respectively; a tentative agreement from Algerian authorities concerning a project for a Canadian-Algerian economic mission. The forecast for the next few years seems extremely favourable to Canadian exports.

Technical talks clearly indicate that the Algerian Government intends to rely on North American technology to bring about its many economical and commercial projects included in its four year plan. From now on all projects will be achieved on a basis of "On-hand-products" rather than "Turnkey" projects. This means that suppliers will be responsible for training Algerian workers.

Montreal CEGIR, one of the many Canadian companies well known for its technical training ability has been awarded a \$50 million on-hand-products contract.

Algeria intends to spend \$12 million annually for economic development. Over 50 per cent of the investments are intended for industry, mostly manufacturing industries and agriculture; and almost \$6 billion will be invested in the gas industry before 1982. One of the world's most important gas producers, Algeria's future national economy depends largely on its natural gas resources.

In Morocco, Mr. Goyer discussed at great length the possibilities of Canadian participation in the building of steel plants. The Moroccan Government will be investing \$1 billion in this project. Meanwhile, the Canadian businessmen were enquiring about projects for which they have submitted tenders for a total of \$300 million. Just before the mission's departure, the sale of three flight training simulators by CAE of Montreal was made public.

Companies who intend to see what trading they can do with these two developing markets should contact:

The Pacific, Asia & Africa Bureau

Department of Industry Trade and Commerce
235 Queen Street
Ottawa Ontario, K1A 0H5.

Progress seen in carrying out EC-Canada Link

The EC-Canada Agreement should lead to some tangible but not spectacular results in the next two years, according to the EC Commission.

1. In the implementation of the EC-Canada Framework Agreement on Commercial and Economic Cooperation, signed in Ottawa on July 1976, progress has been accomplished both procedurally and on substance.

2. The necessary machinery is in place: Under the aegis of the Joint Cooperation Committee, two Sub-Committees, one for industrial cooperation and the other for general steering purposes, have been set up to supervise and assess work being pursued at the level of ad hoc working groups. The sub-committees met in Ottawa early in July and again toward the end of 1977 in time to prepare the next meeting of the Joint Cooperation Committee.

3. Both sides are now actively engaged in the execution of the work programme for 1977/78 which was adopted by the Joint Cooperation Committee in December 1976. This programme was drawn up bearing in mind the long-term objectives of the EC-Canada cooperation agreement and in the realization that spectacular results would probably not be achieved at short notice. Nevertheless, some tangible results may well be expected within the first two or three years of the life of the Agreement.

4. In the field of commercial cooperation a detailed analysis of trade and investment flows between Canada

and the Community is being prepared to discover the reasons for the relative downward trend of two-way trade in recent years, and thus help to identify areas in which cooperation would seem to be most promising. Moreover, both sides are working in the spirit of cooperation on trade and investment difficulties as they arise.

5. Particular emphasis is being placed on industrial cooperation in the priority sectors identified by the Joint Cooperation Committee which include aeronautics, electronics/communications, uranium/nuclear industries, non-ferrous metals and forest-based industries. Possibilities for cooperation in such fields as the protection and improvement of the environment and research and development are also being explored. Both sides are, of course, aware that, to a large extent, it will be up to industry to implement cooperation.

6. Direct contacts between European and Canadian politicians, businessmen and officials have significantly increased already in the present early stage of the implementation of the Agreement. Contacts between businessmen have included exchanges of delegations from a number of economic sectors (uranium, forestry products and non-ferrous metals) and the visit to Brussels of a delegation of prominent Canadian industrialists. The Commission also notes with satisfaction the increased rhythm of regular exchanges of visits of European and Canadian Parliamentarians.

“Marriage Bureau” may approach non-EC firms

The EC Commission's “marriage bureau” for smaller firms, officially known as the Business Cooperation Centre, should soon be able to extend its activities to Canada and other non-EC countries.

Announcing plans to streamline the agency, the Commission said it should concentrate on a limited

number of sectors in the future — especially construction and related industries, transport, processed chemicals, furnishings and plastic. Simultaneously, the Commission decided that bilateral institutions created by cooperation agreements with non-EC countries will examine requests from these countries covered by the Centre's “match-making” activities.

(European Community, December 1977)

Digest of Canadian Contracts at Home and Abroad

Urban Transportation Development Corporation Ltd.

Toronto, Ontario, has been awarded a \$190,000 contract for services aimed at upgrading the vehicle maintenance organization and procedures of the San Francisco Municipal Railway (MUNI). MUNI operates a fleet of 1100 transit vehicles including cable cars, buses, street cars and trolley coaches.

The de Havilland Aircraft of Canada Limited, Downsview, Ontario:

- **Greenlandair** has signed a contract to buy one de Havilland Canada DASH 7 airliner, and acquired an option on a second. Total value for the first aircraft, including avionics, cargo handling equipment and spare parts is more than \$4.8 million. The aircraft will enter service in the fall of 1978.
- The sale of two aircraft, one DASH 7 and one Twin Otter, to **Emirates Air Services**. The total value of the order, including spare parts, is approximately \$6 million. The Twin Otter is scheduled for delivery in April 1978 and the DASH 7 in July 1978.
- **Greenlandair Charter Incorporated** has taken delivery of a specially equipped Twin Otter for use on ice reconnaissance off the coast of Greenland. This new maritime reconnaissance role for the Twin Otter is felt, by the manufacturers, to be of particular significance in view of the growing concern by maritime nations for the surveillance and protection of natural resources within the new 200-mile coastal limits. The total value of the aircraft, including avionics, cargo handling equipment and spare parts, is more than \$4.8 million.
- **The Rocky Mountain Airways** of Denver, Colorado, the first operator to fly the de Havilland DASH 7, introduced the aircraft to Denver area residents, airline representatives and government officials at an inauguration ceremony at Stapleton Airport on January 18. Rocky Mountain will use the DASH 7 on their scheduled services to various resort areas in the high Rockies, initially between Denver and Aspen.
- Rocky Mountain also operates six de Havilland Twin Otters and at the peak of the ski season dispatches more than 125 scheduled flights per day.
- The first de Havilland DASH 7 airliner for operation in Europe has been sold to the **Spanish airline “Span-tax”**. The aircraft, which will enter service in April 1978, will replace a de Havilland Twin Otter on scheduled service between Malaga and Mellila, North Africa.
- The rollout of the two DHC-6 Twin Otter aircraft (prior to their departure for China) took place on February 8. The two aircraft, the first ever sold by de Havilland to the People's Republic of China, are equipped for photographic survey and will be used by China's Geological Survey Company, a division of the Bureau of Geology.

A third Twin Otter, specially modified to accept a

complex aerial geophysical mapping system provided by **Scientrex of Concord, Ontario**, will be delivered late this year.

The value of the three aircraft, with their photographic and geophysical equipment is over \$4 million. More than 600 Twin Otters have now been sold on the world market and they are operating in more than 60 countries.

- **VIA Rail** and the Federal Government have arranged to go for a ten train option in the joint purchase of new equipment. This new equipment will consist of 22 locomotives and 50 coaches of the LRC type at a cost of about \$90 million. These new trains will greatly assist VIA in providing modern, attractive and economical rail passenger services throughout this country.

Evaluations of bids submitted by four companies were made by senior officials from Canadian National Railways (VIA Rail), Canadian Pacific Railways and the Government. **Alcan Canada Products Limited** and **Dominion Foundries and Steel Limited (DOFASCO)**, co-builders of the LRC, will be major suppliers to **Bombardier-MLW**.

- As a result of Canadian technology, motorists in the **North African country of Algeria** will soon enjoy the convenience of having 100 new gasoline service-station buildings operating in desert regions where commercial electricity is not yet available. The contract, worth \$6 million, was awarded on a competitive basis to **Atco Industries Ltd**, Calgary, Alberta, one of the largest manufacturers of prefabricated mobile structures in the world.

The 100 electric sets, including the control panels, were designed, engineered and manufactured by **Hewitt Equipment Ltd.**, Pointe Claire, Quebec; and the 100 service stations were pre-assembled in Montreal, Quebec and shipped completed within an 8-week delivery period to three Algerian ports — Algiers, Oran and Annaba.

- Design and projects management of the Jebba Hydroelectric project now underway on the Niger River in Nigeria is being handled by **Montreal Engineering Company, Limited**. One of the largest single projects in the country, the 560 MW development is expected to cost in the neighbourhood of \$400 million. It will consist of a dam, powerhouse and large spillway, also a navigation lock for passing trains of barges. The work is being executed by the **National Electric Power Authority of Nigeria (NEPA)**.

As part of the assignment, Montreal Engineering is training a number of Nigerian engineers in Canada, who will later be employed as part of the company's supervisory force on the Jebba project or in other NEPA departments.

- **CORERE** of Halifax, Nova Scotia, has signed a contract with the **Consejo Nacional de Producción de Costa Rica**. The contract, part of a new national fish processing project is for a feasibility study of remodelling existing facilities in Cocal de Puntarenas, the purchase of equipment, new warehousing facilities, site proposal for loading and unloading facilities and other "general" aspects. The fishing project will cost some \$20 million, and will be financed by the Inter-American Development Bank.
- **Monenco Limited**, Montreal, Quebec: Work is progressing on Iran's 1280 MW Bandar Abbas thermal generating station for which Monenco Iran is providing design, inspection and construction services. The first of four units is scheduled to be completed in 1981.
- **Monenco Iran** is also responsible for the design and construction supervision of a 400 unit housing complex at **Bandar Abbas** to accommodate the thermal station operation staff.
- **Monenco Iran** is working for **TAVANIR (Iran Power Generation and Transmission Company)** on seven gas turbine generating plants throughout the country, with total capacity of 2,100 MW.
- Among other power projects, **Monenco Iran** is working on numerous transmission systems in **Khuzistan, Abadan, Ahwaz, Andimeshik, Dimsheh, Shustar and Mile 40**.
- A computer-based supervisory control and data acquisition system (SCADA) for the **Tehran Regional Electric Company** will be commissioned in 1978. This system will provide central control and data acquisition for approximately sixty substations, both H.V and L.V. in the Tehran area.

As in many of the overseas projects undertaken by Monenco, commissioning and staff training are an important part of the company's assignments.

- In a cooperative venture between Canada and the Republic of Madagascar, **la Société d'Ingénierie Cartier Ltée** of Québec is working for the first time in Madagascar. The company has signed a contract with **JIRAMA**, the Madagascar government agency responsible for water and electricity. Estimated at more than \$100 million, the 112 MW project will be financed by diverse national and international organizations. The project comprises a concrete dam, intake tunnel and underground powerhouse, a 138 kV transmission line, and transformer and switching stations.
- Two Canadian consulting firms recently won contracts for the design and construction of two large pulp mills in **Argentina**. **Sandwell and Company of Vancouver** received a contract for the Alto Parana pulp mill while **SNC Rust of Montreal** won the contract for the Puerto Piray pulp and paper mill. These projects should provide a good export opportunity for Canadian manufacturers of pulp and paper mill machinery and equipment, since financing is being provided by both the **Export Development Corporation** and the **Inter-American Development Bank**. It is expected that the loan will be in the order of \$198 million. The objective of the Canadian Government is to ensure that these pulp mills become identified with Canadian expertise in this field and that Canadian firms be given every opportunity to supply equipment and services for these projects.

Manual on Standardizing Feasibility Studies (UNIDO/ICIS.33)

Feasibility studies play an important role in the United Nations Industrial Development Organization's (UNIDO) efforts to promote industrial development. Prepared by the organization as a first stage in large technical assistance ventures, they can also present problems of evaluation if the type of information gathered varies widely.

The International Centre for Industrial Studies has put together a 343-page draft manual for the Preparation of Industrial Feasibility Studies to aid the standardization of such studies. The method set out is general and the main components of a feasibility study treated are: market and

plant capacity, inputs of material, location and site, project engineering, plant organization and overhead costs, manpower, project implementation and financial and economic analyses.

A limited number of **English** copies are available, free on request:

Editor
UNIDO Newsletter
 P.O. Box 707
 A-1011 Vienna, Austria

Fisheries Dynamic System

Over the past year special reasons for hope have been given to members of the fishing industry in Canada. The 200-mile fishing zone should prove a boon over the years, since all fish stocks within this zone belong to Canada. No foreign commercial fishery operations are allowed to operate within the zone without first obtaining a licence from the Canadian Government.

Canada was among the first countries to declare extended jurisdiction on coastal zones. The decision was made necessary because of the activities of foreign fishing fleets and the continuing depletion of fish stocks, to the point where processing plants have seldom been able to work at full capacity over the years; fishermen's

earnings have been drastically reduced; and returns have been insufficient to continuously upgrade the fleets.

This will not mean immediate bountiful harvests for Canada's fishermen. In order to build up stocks, harvesting must be controlled. But, it will mean a rapidly changing market, greater stability in the industry, both for fishermen and employees of other related sectors, and a boost to the national economy, particularly the Atlantic provinces where there are well over 40,000 fishermen.

Through fish stock management within the 200-mile limit, in 1985 Atlantic catches are expected to increase by 180 per cent and Pacific catches by 210 per cent over the harvest of 1975: 980,000 tons.

Markets for this expected increase will have to be found. The United States will probably remain our chief buyer; Japan is seen as becoming a major market; and some of the African countries may also become important buyers. Consequently this means modern equipment to eliminate lost and waste, and a capacity to supply current demand, insure reasonable prices, jobs and fair salaries.

Memorial University of Newfoundland recognized this and, more than a year ago, started to work out a suitable computer model program for the fisheries industry. They were helped by government organizations, including the federal Department of Industry, Trade and Commerce, union organizations, academic institutions, people from the industry and other interested groups. Last November, the program was presented at a two-day seminar in St. John's, and explained in detail to members of the fishing

industry. They were told that no computer expertise was needed to feed questions or information into the computer nor to read the results. By getting their own private code number they could hook up to the computer, and all information received would be confidential.

The program may not yet be capable of processing all situations for every individual processing plant or user, but it can process in seconds an astonishing amount of information on which the user can base his decisions.

The establishment of the 200-mile fishing zone will surely increase markets and harvests, and rapid answers to many questions must be found on a day-to-day basis for the fishing industry to remain viable. And a viable fishing industry is essential to the economy of seaboard areas, particularly the Atlantic region.

Chile — Import Duty Reductions

Ministry of Finance Decree 1192 published in Diario Oficial of December 3, 1977 reduced the import duty to 10 per cent on several items classified under chapters 82, 84, 85, 86, 87, 89 and 90. The decree also established across the board import duty reductions for items subject to rates ranging from 13 to 35 per cent intended to progressively achieve a general tariff level of 10 per cent by June 1979. It is our understanding that the duty on automobiles remains at 115 per cent.

Information regarding duty rates applicable on specific products can be obtained from the

Latin America Division, Western Hemisphere Bureau,
Department of Industry, Trade and Commerce,
235 Queen Street
Ottawa, Ontario, K1A 0H5.

Mexico — Import Licence

A Ministry of Commerce decree published in the Diario Oficial of December 29, 1977 has removed 1920 items from the requirement of obtaining a prior import licence. Of the 1920 items included in the list, 298 cover capital goods in general, 264 organic chemical products and 162 optical and photographic equipment. Currently a total of 3627 items may now be imported into Mexico without previous application for import licences and 3,696 tariff classifications are still subject to import licensing controls.

Information regarding the import licensing requirements applicable on specific products can be obtained from the

Latin America Division, Western Hemisphere Bureau,
Department of Industry, Trade and Commerce,
235 Queen Street
Ottawa, Ontario K1A 0H5.

Turkey — Commission on Imports

By virtue of a Communiqué published on November 5, 1977 foreign exporter's agents or other intermediaries in Turkey may, upon presentation of the relevant invoices to the bank concerned, withdraw in Turkish Liras the amount of commission due to them on import transactions even if the Central Bank has not at that time transferred the

foreign exchange to the overseas exporter. This measure is aimed at reducing currency commitments. However, it appears not all agents are taking advantage of this arrangement; there are many who prefer to wait for settlement until their principals have been paid. Ankara.

Public Relations-Minded Chief Executive Officers (CEOs)

The latest survey on CEOs activities demonstrates that most top executives spend little time on public relations — regardless of the variety of relationship problems organizations must face today.

According to statistics, CEOs' time spent on public relation activities is as follows: consumer product companies (86%) spend five hours or less a week on public relations activities; conglomerates and industrials (69%) spend five hours or less; banks and insurance companies (63%) spend only five hours.

Those who spend more than ten hours a week on public relations are likely to be found in utilities (45%); trade and professional associations (45%); educational institutions (44%); and Canadian Government representatives feel that (54%) of their senior executives spend six hours or more and (39%) ten or more.

But, then, much of the time is spent in speechmaking.

Shall we say as the Sentry Insurance Study of the Consumer Movement Report: "It is difficult to escape the conclusion that many top managers are, themselves, out of touch with consumers."

Two Canadians in Bruges

Jean-Marc Duval, from the Department of Industry, Trade and Commerce and Louise Fréchette, from the Department of External Affairs, are the first Canadians selected to spend the current academic year studying European Integration at the College of Europe, in Bruges, Belgium. If the project succeeds, other civil servants may follow.

Sector Profiles and Discussion Papers

Before a problem can be resolved, the facts must be assembled. The federal government, through Industry, Trade and Commerce (ITC), has outlined its view of the facts as they pertain to twenty-two sectors of the Canadian economy in a series of Sector Profiles released February 1, 1978.

As well as the individual sector examinations, papers on manufacturing and tourism, focussing on those issues that cross sector lines, were also released.

They were prepared as discussion papers to be used by industry, labour, and the various levels of government to

achieve an accurate description of the state of the industry sectors.

From that common data base, action plans can be formed; plans that will recognize both the needs of the individual sectors and the needs of Canada's economy as a whole.

The sector and horizontal papers were used during the recent meetings of the Ministers of Industry and Tourism as background material and a starting point for the discussions.

See page 7 French

The Conference Board in Canada

"CANADA IN THE WORLD ECONOMY" National Trade Conference, Wednesday, April 12, 1978, Meridien Hotel, Montreal

A one-day conference focusing on Canada's future as a trading nation and the principal issues bearing on Canada's international trade. Noted experts will explore the implications of the current round of multilateral trade negotiations and other factors which could lead to significant shifts in the level and composition of Canadian trade.

Topics

morning plenary session

CANADA'S FUTURE AS A TRADING NATION: Problems and Potentials — Canada's Competitive Position — Trade Policy vs. Industrial Strategy — Labour's View

luncheon session

Speaker: J.H. Warren, Co-ordinator for the Multilateral Trade Negotiations

afternoon concurrent panel sessions

TOWARDS FREEER TRADE: Trade Liberalization: How Far?/How Fast? — Alternative Trade Strategies — Non-Tariff Barriers — Dumping — Regional Disparities
PROMOTING TRADE: Consortia — Promotion Programs — Devaluation Effects — Foreign Policy

speakers (others to be announced)

Fergus Chambers
ADM, Policy Planning
Industry, Trade & Commerce

C.R.D. Kelly
Chairman of the Board
Interimco Ltd.

Registration Fees: Associates \$125.00
Non-Associates \$175.00 (includes morning plenary session; luncheon; and one afternoon panel session)

Gail A. Cook
Exec. Vice President
C.D. Howe Res. Inst.

Joe Morris
President
Canadian Labour Congress

Contact:
THE REGISTRAR
The Conference Board of Canada
Suite 100, 25 McArthur Road,
Ottawa, Ontario K1L 6R3
Tel.: (613) 746-1261

Peter Cornell
Director of Financial Markets
Economic Council of Canada

John E. Toten
Vice Pres. and Chief Economist
Bank of Montreal

Eric O.W. Hehner
Chairman of the Board
Corporation House Ltd.

J.S. Stanford
Commercial & Commodity Relations
External Affairs

**DAILY MEMORANDUM
OF FOREIGN EXCHANGE RATES**

**BULLETIN QUOTIDIEN DES TAUX
DE CHANGE ÉTRANGERS**

| COUNTRY | | MONETARY UNIT | | PRESENT VALUE IN CAN. CURRENCY VALEUR ACTUELLE EN MONNAIE CAN. | COUNTRY | | MONETARY UNIT | | PRESENT VALUE IN CAN. CURRENCY VALEUR ACTUELLE EN MONNAIE CAN. |
|--|-----------|----------------------------------|------------------------------|---|--|--|--|--------------------------------|---|
| PAYS | | UNITÉ MONÉTAIRE | | | PAYS | | UNITÉ MONÉTAIRE | | |
| Argentina Argentine | | Peso peso | Free | .001777 | Egypt Égypte | | Pound livre | Official Officiel | 2.8382 |
| Austria Autriche | | Schilling schilling | | .07347 | El Salvador Salvador | | Colon colón | | .4442 |
| Australia Australie | | Dollar dollar | | 1.2639 | Fiji Fidji | | Dollar dollar | | 1.2841 |
| Bahamas Bahamas | | Dollar dollar | | 1.1106 | Finland Finlande | | Markka markka | | .2795 |
| Belgium & Luxembourg Belgique et Luxembourg | | Franc franc | | .03397 | France, Monaco and North Africa et Afrique du Nord | | Franc franc | | .2285 |
| Bolivia Bolivie | | Peso peso | | .05609 | French Colonies — Africa Colonies françaises —(Afrique) | | Franc franc | C.F.A. C.F.A. | .004570 |
| Brazil Brésil | | Cruzeiro cruzeiro | Free Libre | .06852 | French Colonies — Pacific Colonies françaises —(Pacific) | | Franc franc | C.F.P. C.F.P. | .01257 |
| Burma Birmanie | | Kyat kyat | | .1522 | Germany Allemagne | | Deutsche Mark deutsche Mark | | .5294 |
| Ceylon Ceylan | Sri-Lanka | Rupee roupie | | .06941 | Ghana Ghana | | Cedi cedi | | .9624 |
| Chile Chili | | peso peso | Commercial peso | .03884 | Greece Grèce | | Drachma drachme | | .03165 |
| | | | Financial | .03884 | | | | | |
| Colombia Colombie | | Peso peso | | .03221 | Guatemala Guatemala | | Quetzal quetzal | | 1.1106 |
| Costa Rica Costa Rica | | Colon colon | | .1333 | Haiti Haïti | | Gourde gourde | | .2221 |
| Cuba Cuba | | Peso peso | | — | Honduras Honduras | | Lempira lempira | | .5553 |
| Czechoslovakia Tchécoslovaquie | | Koruna Koruna | | — | Hongkong Hong-Kong | | Dollar dollar | | .2413 |
| Denmark Danemark | | Krone Krone | | .1938 | Iceland Islande | | Krone Krona | | .004387 |
| Dominican Rep. Dominicaine (Rép.) | | Peso peso | | 1.1106 | India Inde | | Rupee roupie | | .1394 |
| Ecuador Équateur | | Sucre sucre | | .04553 | Iraq Irak | | Dinar dinar | | 3.7514 |
| | | | Free Libre | — | Ireland Irlande | | Pound livre | | 2.1551 |
| | | | | | Israel Israël | | Pound livre | | .07497 |

| COUNTRY | MONETARY UNIT | PRESENT VALUE IN CAN. CURRENCY VALEUR ACTUELLE EN MONNAIE CAN. | COUNTRY | MONETARY UNIT | PRESENT VALUE IN CAN. CURRENCY VALEUR ACTUELLE EN MONNAIE CAN. |
|---|------------------------------|---|---|---|---|
| PAYS | UNITÉ MONÉTAIRE | | PAYS | UNITÉ MONÉTAIRE | |
| Italy Italie | Lira lira | .001289 | Philippines Philippines | Peso peso | Free Libre |
| Jamaica Jamaique | Dollar dollar | Basic Special | 1.0577 .8226 | Portugal & Colonies Portugal et colonies | Escudo escudo |
| Japan Japon | Yen yen | .004607 | South Africa Afrique du Sud | Rand rand | 1.2772 |
| Lebanon Liban | Pound livre | Free Libre | Spain & Colonies Espagne et colonies | Peseta peseta | .01376 |
| Malaysia Malaisie | Ringgit ringgit | .4707 | Sweden Suède | Krona Krona | .2374 |
| Mexico Mexique | Peso peso | .04881 | Switzerland Suisse | Franc franc | .5734 |
| Morocco Maroc | Dirham dirham | .2648 | Thailand Thaïlande | Baht baht | .05553 |
| Netherlands Pays-Bas | Florin florin | .4944 | Trinidad & Tobago Trinité et Tobago | dollar dollar | .4628 |
| Neth. Antilles Antilles néerlandaises | Florin florin | .6204 | Tunisia Tunisie | Dinar dinar | 2.5519 |
| New Zealand Nouvelle-Zélande | Dollar dollar | 1.1345 | Turkey Turquie | Lira livre | .05770 |
| Nicaragua Nicaragua | Cordoba cordoba | .1587 | United Kingdom Royaume-Uni | Pound livre | 2.1551 |
| Norway Norvège | Krone Krone | .2041 | United States État-Unis | Dollar dollar | 1.1106 |
| Pakistan Pakistan | Rupee roupie | .1122 | Uruguay Uruguay | Peso peso | Free Libre |
| Panama Panama | Balboa balboa | 1.1106 | Venezuela Venezuela | Bolivar bolivar | .2593 |
| Paraguay Paraguay | Guarani guarani | .008885 | West Indies Petites Antilles | E.C. Dollar dollar A.E. | .4114 |
| Peru Perou | Sol sol | .008885 | Yugoslavia Yougoslavie | Dinar dinar | .06192 |

Nominal quotations based on official parities, or market rates in terms of United States dollars or sterling, converted into Canadian dollars at noon Ottawa time.

Cotations basées sur les parités officielles ou sur les cours du marché en dollars É.-U. ou en sterling et converties en monnaie canadienne à midi heure d'Ottawa.

Equipment purchasing will begin in earnest during the next two or three months for the Cerro Matoso Nickel mine and refinery project in Colombia. The plant to produce high grade ferronickel is being built by CONICOL, a joint venture of a Colombian government agency and M.A. Hanna Company of the USA. Interested manufacturers can prequalify by addressing their submission to Mr. Pat Delaney, Cerro Matoso Project, Bechtel Corporation, P.O. Box 3965, San Francisco, California 94119, USA.

Les industries due ce projet interessaient M.A. Hanna Company des U.S.A. et une agence du gouvernement colombien et étaient affiliées à CONICOL, une compagnie se fera au cours des deux derniers mois. La construction de l'usine a commencé en mars. La construction de trois autres usines de deux à trois millions de tonnes par an devrait être terminée en 1980. La compagnie a également acheté des équipements pour la mine et la fabrication de la Cerro Matoso Nickel de la M.A. Hanna Company des U.S.A.

Cerro Matoso

« PROMOTING TRADE » (Promotion du commerce): Cet effort de la dévaluation, programmes de promotion, effets de la dévaluation et politique étrangère. Nous vous prions de noter qu'il y aura un service de traduction simultanée. Veuillez adresser vos demandes de renseignements à l'adresse ci-après:

The Conference Board of Canada
Suite 100, 25, ch., MacArthur
Ottawa (Ontario) K1L 6R3
Tel. (613) 746-1261

« Canadian's Future as a Trading Nation » (L'avenir du Canada en tant que nation commerciale): les problèmes et le potentiel; la position concurrentielle du Canada, la stratégie industrielle et le point de vue syndical. « Canadian's Objectives in Multilateral Trade Negotiations » (Les objectifs du Canada en matière de négociations commerciales multilatérales). « Canada's Objectives in Multilateral Trade Negotiations » (Les objectifs du Canada en matière de négociations commerciales multilatérales). Les deux facteurs qui déterminent l'influence sur le niveau et la structure du commerce canadien. Des conférences de réputation internationale du Canada. Des réunions commerciales multilatérales et sur d'autres facteurs qui déterminent l'influence sur le niveau et la structure du commerce canadien.

Présente un colloque intitulé « CANADA IN THE WORLD ECONOMY » (Le Canada dans l'économie mondiale), à l'hôtel Meridien de Montréal, mercredi le 12 avril 1978.

Le Conference Board au Canada

Department of Industry, Trade and Commerce

Ministère de l'Industrie et du Commerce

Sector Profiles Series

Série "Profils de secteurs"

Please check () for
sectors of your interest.Veillez cocher () les
secteurs qui vous intéressent.

Aerospace Manufacturing

Produits aérospatiaux

Automotive

Véhicules

Cement and Concrete

Imperméabilisation commerciale

Construction

Construction

Electrical Products

Produits de l'électricité

Footwear

Chaussure

Fertilizer

Produits forestiers

Fruit

Préparation de fruits et de légumes

Processed Fruit and Vegetables

Furniture

Meuble

Iron and Steel

Machinery

Mécanique

Non-Ferrous Metals

Industrie océanique

Ocean Industry

Pétrochimie

Plastics Processing

Transformation des plastiques

Primary Textiles

Textiles

Shipbuilding and Repair

Matière de transport urbain

Urban Transportation Equipment

Construction et réparation de navires

Horizontal Papers

Documents de travail

- Canadian Manufacturing Prospects from a Regional Perspective
- The Role of Governments in Tourism
- Manufacturing Performance
- Tourism-Economic Performance

- Le rôle des gouvernements dans le tourisme au Canada d'un point de vue régional
- Les perspectives de l'industrie manufacturière de l'Ontario-Renouvellement économique
- Le rôle des entreprises dans le tourisme
- Rendement de l'industrie manufacturière

Address _____
 Company _____
 Name _____

Address _____
 Enterprise _____
 Nom _____

Commerce extérieur du Canada

Quel que soit le problème, il faut commencer par examiner attentivement les faits pour trouver la solution. Voilà pourquoi le gouvernement fédéral a chargé le ministère de l'Industrie et du Commerce de rassembler toutes les données sur 22 secteurs de l'économie canadienne dans la série de brochures intitulées "Profil de secteur", et publiées le 1er février 1978. En plus de ces études des secteurs on a également publié des documents de travail sur les problèmes qui préoccupent les secteurs: deux traitent de l'industrie manufacturière et deux de l'industrie du tourisme. Ces documents ont été préparés afin d'améliorer les discussions entre l'industrie, le syndicat et les divers paliers de gouvernement. On s'attend à ce que ces secteurs individuels et des besoins économiques du Canada. Au cours des récentes réunions des ministres de l'Industrie et du Commerce et ceux du Tourisme les profils de secteurs ont servi de document pour établir les discussions.

Profile de secteur et document de

l'âge de cette mesure. Certains préfèrent attendre pour dégager que leurs commentants aient été payés.

L'attitude des administrateurs à l'égard des relations publiques

Il échange à l'exportateur à l'étranger. Ceter mesure a pour effet de limiter la part requise de devises étrangères. Tous les agents ne semblent pas cependant prendre avan-

Canadian External Trade

| Canadian External Trade | | | |
|---|----------|----------|-------------|
| Exports January-September 1977-76/Exportations de janvier-septembre 1977-76 | | | |
| | 1977 | 1976 | Change % |
| United States/Etats-Unis | 19,045.7 | 19,839.7 | +14.6 |
| Other E.E.C./Autres de l'Union Européenne | 970.7 | 858.4 | +13.0 |
| United Kingdom/Royaume-Uni | 1,773.0 | 1,485.8 | +19.3 |
| Other O.E.C.D./Autres de l'O.C.D.E. | 1,299.9 | 1,096.2 | +18.5 |
| Japan/Japon | 927.2 | 902.5 | +2.7 |
| Other Americas/Autres Amériques | 1,898.3 | 1,566.3 | +21.2 |
| Other Countries/Pays étrangers | 2,548.0 | 2,965.2 | -14.0 |
| All Countries/Tous les pays | 31,256.8 | 27,920.1 | +11.9 |
| United States/Etats-Unis | 22,418.2 | 19,128.0 | +17.2 |
| Other E.E.C./Autres de l'Union Européenne | 1,450.7 | 1,400.6 | +3.5 |
| United Kingdom/Royaume-Uni | 2,010.5 | 1,897.8 | +5.9 |
| Other O.E.C.D./Autres de l'O.C.D.E. | 1,947.3 | 1,789.1 | +8.8 |
| Japan/Japon | 927.2 | 797.2 | +16.3 |
| Other Americas/Autres Amériques | 1,369.0 | 1,322.9 | +3.4 |
| Other Countries/Pays étrangers | 2,202.4 | 1,934.9 | +13.8 |
| All Countries/Tous les pays | 28,270.5 | 32,325.3 | +14.1 |

Des Canadiens à Bruges

que, retrier en vives troupes le monarque de la Commission qui leur est due pour une transaction à l'importation, et ce, même si la Banque centrale n'a pas encore transféré

En vertu du communiqué du 5 novembre 1911, les agents d'exportation étrangers ou autres intermédiaires en Turquie peuvent, sur présentation des factures à la ban-

Turquie — Commission à l'importation

Une décision du ministère du Commerce publiee dans le Diario Oficial du 29 décembre 1977, suppose la formalité du permis préalable d'importation pour 1920 produits. Des 1920 produits inclus sur la liste 298 sont des machines et appareils mécaniques et électriques, 264 des produits chimiques et 162 des instruments et appareils d'optique et de photographie. Présentement un total de 3627 pro- duits peuvent être importés au Mexique sans application de permis d'importation. Quant aux pro- duits répétés sous les autres 3696 positions tarifaires, importateur doit obtenir un permis préalable. Des renseignements concernant les exigences de per- mis d'importation pour des produits spécifiques peuvent être obtenus de la Division de l'Amérique Latine Bureau de l'Hémisphère Occidental Ministère de l'Industrie et du Commerce 235, rue Queen Ottawa (Ontario) K1A 0H5.

Le 19 octobre 1979, la Division de l'Amérique latine du Bureau international des douanes a adressé aux ministères de l'Industrie et du Commerce et à Ottawa (Ontario) K1A 0H5, 235, rue Queen, 2000, une note dans laquelle il est indiqué que, dans la mesure où une réduction des droits d'importation de 10% sur une grande partie des articles énumérés aux chapitres 82, 84, 85, 86, 87, 89 et 90, de même qu'une réduction générale des tarifs douaniers de 35% sur les produits importés pour en arriver graduellement à un tarif uniforme de 10% au moins de juin 1979. Le tarif sur les automobiles demeurerait sans préjudice à 115%.
Préférer d'adresser les demandes de renseignements au sujet des tarifs douaniers visant certains produits à la Division de l'Amérique latine Bureau international des douanes et à Ottawa (Ontario) K1A 0H5.

Mexique — permis d'importation

pour les régions du littoral de l'Atlantique. L'instaration de la zone de 200 miles appuera en plus des biennatifs pour notre économie un certain nombre de problèmes dans l'industrie de la pêche. L'information fournit les solutions au fur et à mesure, mais il faut penser en termes d'évolution du marché et, par conséquent, en termes de modernisation de l'industrie afin d'éliminer les pertes, de satisfaire à la demande courante des clients, d'assurer des prix raisonnables, et embauche et des salaires convenables. Considérez des implications qui découlent de l'évo- cution du marché, l'université Memorial, à Terre-Neuve, a commencé il y a plus d'un an l'élabo ration d'un pro- gramme d'information adapté à l'industrie de la pêche. Le ministère fédéral de l'industrie et du Commerce (entre institutions technologiques, les industries et autres associations gouvernementaux), les syndicats, les entreprises organiques gouvernementaux, et les syndicats, les associations de deux jours, à Saint-Jean, en novembre dernier, le programme a été expérimenté en détail aux industries de la pêche. On leur a signalé avant tout que fournir des questions et des renseignements à l'ordinaire à être faire l'acquisition d'un numéro de code personnel pour l'ensemble des problèmes de chaque usine de traitement, il peut toutefois traiter en quelques secondes un volume considérable de renseignements à partir desquels le client peut prendre ses décisions.

L'information de l'industrie de la pêche

A-1011 Wienne, Autriche.
P.O. Box 707
UNIDCO Newsletter
Redacteur en chef,

productien, de rentrees de materiaux, de secteur et d'emplacements, d'ingenierie, d'organisation d'une usine et de frais generaux, de main-d'oeuvre, de projet d'implantation et d'analyses financieres et economiques. Les manuels sont distribues gratuitement, mais comme il y a un nombre tres limite d'emplaçages de langue anglaise, nous prions les interesses d'en faire la demande maintenant au

Manuel de normalisation des études de faisabilités

Voici une bonne occasion pour les manufacturiers canadiens d'exporter leur machinerie d'usines de pâtes et papiers, d'autant plus que le financement est réparti entre les exportateurs et les banques internationales. Export Development Corporation est la Banque interaméricaine de développement et la Banque mondiale. Le gouvernement canadien tient surtout à assurer que ces usines relèvent la compétence canadienne dans ce domaine, et que les compagnies canadiennes aient l'occasional de fournir l'équipement et les services nécessaires à la réalisation de ces projets.

Deux importants contrats viennent d'être adjudiqués à deux firmes canadiennes pour la construction de deux usines de pâtes et papier en Argentine. Le contrat pour l'une des usines de pâtes et papier en Argentine a été octroyé à la Standard and Company de Vancouver (C.-B.), et celui de l'autre à la SNC Rust (Société suisse de pâtes et papier de Puerto Piray à la SNC Rust).

Évalué à plus de \$100 millions, ce projet de 112 MW, financé par différents organismes internationaux, comporte un barrage en béton, une galerie d'aménée, une centrale souterraine, une ligne de transport de 138 KV ainsi que des postes de transformation et de sectionnement.

Dans le cadre d'un projet de coopération entre le Canada et la République Démocratique de Madagascar, l'ingénierie Cartier, une société du Québec, membre du groupe Monenco, œuvrera pour la première fois à Madagascar. Cette société a signé un contrat avec la JIRAMA, la société d'Etat responsable du secteur de l'électricité et de l'eau, pour l'ingénierie et la surveillance des travaux de l'aménagement hydro-électrique

Un système de contrôle de la surveillance et de l'accès à l'information sera mis en route en 1978 pour le compte de la C.G.M. sera mis en route en 1978 pour le compte de la C.G.M. pagne d'Électricité Régionale de Théberan. Là encore, la mise en route des installations et la formation du personnel constitueront une partie importante des contrats entrepris par Monenco Iran.

CORÉE de Haïti (Nouvelle-Ecosse) a signé un contrat avec le Consejo Nacional de Producción, de Costa Rica. Ce contrat, qui fait partie d'un projet national pour le traitement du poisson, comprend l'étude de faisabilité pour la renovation des installations actuelles à Cocle de Puntaresas, l'achat d'équipements, la construction d'entre-ports, le choix des sites propices à l'équilibre entre la production et autres aspects du projet. Le tout coutera quels que \$20 millions et sera financé par la Banque interaméricaine de développement.

LA Monenco Limited de Montréal (Québec): Monenco fournit les services d'études techniques, d'inspection, de construction et de mise en route du projet de centrale thermique de 1280 MW à Bandar Abbas, en Iran. On prévoit que la première des quatre unités génératrices entrera en service vers la fin de 1978, et la centrale, qui complète une usine de dessalement de 4800 tonnes/jours, sera complète en 1981.

3. Les deux parties sont maintenant largement en-
mixe de coopération.

temps utile pour préparer la prochaine réunion du Comité
au début du mois de juillet et à nouveau à la fin de 1977, en
travail ad hoc. Les sous-comités se sont réunis à Ottawa
apprécier le travail effectué au niveau des groupes de
pour la gestion générale ont été créés pour superviser et
comités, l'un pour la coopération industrielle et l'autre
pour la gestion générale ont été créés pour superviser et
apprécier le travail effectué au niveau des groupes de
travailler ad hoc. Les sous-comités se sont réunis à Ottawa
au début du mois de juillet et à nouveau à la fin de 1977, en
temps utile pour préparer la prochaine réunion du Comité
mixte de coopération.

1. La mise en oeuvre de l'accord-cadre de coopération commerciale et économique entre la C.E. et le Canada, qui a été signé à Ottawa en juillet 1976, a accompli des progrès, tant sur le plan de la procédure que sur le fond. Les mécanismes nécessaires sont en place: Souvent les
2. D'après la Commission de la Communauté européenne, l'accord C.E.-Canada devrait conduire à des résultats tangibles mais non spectaculaires dans les deux prochaines années.

Le chemin parcouru dans l'Accord-cadre C.E.-Canada

ou les sections commerciales des ambassades du Canada à Alger en Algérie et à Rabat au Maroc.

Bureau de l'Afrique, de l'Asie et du Pacifique
Ministère de l'Industrie et du Commerce
235, rue Queen
Ottawa (Ontario) K1A 0H5

Les nombreux projets pour lesquels des sociétés canadiennes pourront déposer leurs propositions d'une valeur totale de \$300 millions, devant le départ de la mission, la vente de trois simulatrices de vol par la Société CAN de Montréal à être annoncée. Les sociétés qui désireront explorer les marchés en plein expansion dans les deux pays sont priées de contacter muniquer avec le ministre des Affaires étrangères et du Commerce.

1. Avenir : Ceci domine le pays.
2. Au Maroc, M. Goryer a discuté longuement de la pos-
sibilité d'une participation canadienne importante à la
réalisation de complexes sidérurgiques dont les in-
vestissements par le gouvernement marocain s'éleveront
à \$1 milliard.

L'Algérie entend investir \$12 milliards par année au développement économique. Plus de 50 % des investissements seront consacrés à l'industrie surtout aux industries secondaires et agro-icioles. Toutefois, le secteur de l'exploitation, de l'exploitation, de la transformation et du transport des hydrocarbures recevra la plus grande part des investissements, car l'exploration des hydrocarbures contribue plus de 95 % des entrées de devises.

Le secteur de la pétrofinition du gaz sera l'objet d'investissements d'environ \$6 milliards avant 1982. En matière de réserve de gaz, l'Algérie se place au quatrième rang mondial, et c'est cette ressource qui pose

La mission a eu des retombées immédiates: la conclusion de contrats commerciaux d'une valeur de \$65 millions; l'intention manifestée par les autorités algériennes d'accorder à une firme canadienne un contrat pour la réalisation d'un projet d'usine de traitement du gaz dont l'appartenance canadien serait de l'ordre de \$600 millions; la négociation de l'accord de crédit avec l'Algérie et le Maroc pour des sommes respectives de \$1,2 milliard et \$185 millions; et, l'accord de principe des Algériens au cours des prochaines années un essor sans précédent. Ces ententes d'ordre technique ont permis de confirmer l'intention du gouvernement algérien de faire appel à la technologie nord-américaine pour assurer la réalisation de nombreux projets économiques et com-merciaux inscrits au plan quadriennal de développement. Ces projets seront dorénavant réalisés sur une base „produit-en-main“ et non plus sur une base „clé-en-main“. Cela implique que les fournisseurs seront appelés à assurer la formation technique des ouvriers algériens. La Société CGIR de Montréal, une des nombreuses sociétés canadiennes reconnues pour leur compétence en matière de formation technique, a signé un contrat de \$50 millions dans ce domaine.

Nous ne pouvons passer sous silence le rapport de cette mission, malgré un certain retard, à cause des résultats intéressants qu'il en découlent.

L'honorable Jean-Pierre Goyer, représentant le ministre de l'Industrie et du Commerce, dirigeait une mission d'expansion commerciale en Algérie et au Maroc, du 23 au 30 septembre dernier, composée de vingt-trois chefs d'entreprises canadiennes. Cette mission visita à démontrer la volonté politique du gouvernement canadien d'accroître et de diversifier les échanges commerciaux avec ces deux pays et d'y appuyer les efforts des sociétés canadiennes.

1 missé au sein de l'assemblée immédiates. 19

Mission ministérielle en Algérie et au Maroc

Voici les règles du jeu qui régissent la participation aux projets financés par la BDI: simples, elles sont seem- blables à celles auxquelles il faut adhérer en affaires: définissez vos objectifs, tenez compte de la main- d'œuvre et du budget dont vous disposez; concentrez sur un marché en particulier et dressez une liste des occasions d'affaires bien précisées; élaborer un plan de marketing qui fera ressortir tous les avantages de votre produit; puis, présentez une offre avantageuse à votre client. Le ministère de l'Industrie et du Commerce peut vous aider à réaliser les deuxièmes et troisième étapes précitées.

représentants officiels de l'Amérique du Sud sont des responsables de la planification et des questions financières mais aucun projet précis ne relève de leur compétence. Le ministre de l'Industrie et du Commerce organise pour le mois de mars, une série de colloques d'information sur le fonctionnement de la BID, à l'intention de ceux qui se rendront à la réunion annuelle à Vancouver. Un centre d'affaires, sur les lieux mêmes de la réunion, permettra aux hommes d'affaires canadiens et sud-américains de se renconter. Les sociétés canadiennes pourront en profiter pour inviter les hommes d'affaires sud-américains à visiter des projets en voie de réalisation ou leurs industries au Canada.

Certains hommes d'affaires se rendront sans doute à Vancouver pour cette réunion annuelle de la BID, surtout ceux qui ont des projets d'exportation bien précis en tête, puisque c'est l'endroit tout indiqué pour y faire des contacts. Quant aux novices qui veulent traiter avec l'Amérique du Sud et qui sont en quête d'occasions bien précises d'exportation, ils vont peut-être s'adresser au ministère fédéral de l'Industrie et du Commerce qui leur indiquera s'il y a des possibilités de faire des contacts utiles lors de la réunion. Notez que presque tous les

Service de l'Hémisphère occidental
Direction générale des projets outre-mer
Ministère de l'Industrie et du Commerce
Ottawa (Ontario) K1A 0H5

Au-delà de 2000 délégués, observateurs et invités spéciaux se rendront à Vancouver (C.-B.), pour assister à la réunion annuelle de la Banque interaméricaine de développement (BID), du 17 au 19 avril prochain. Cette institution, qui depuis coup d'hommes d'affaires ne connaît pas, intéresserait les représentants de plusieurs pays, intéressé à vivement développer leur économie. Les campagnes qui visent à l'expansion de leurs sociétés, et même celles qui visent à s'intéresser aux marchés de l'Amérique du Sud et des Antilles auront tout à gagner en se familiarisant avec les formalités et les modes

Reunion annuelle de la Banque interaméricaine de développement

LE BULLETIN DE NOUVELLES M.I.C.

DE MARS 1978

En cas de non-livraison renvoyez à:
Ministère de l'Industrie et du Commerce
Ottawa, Canada K1A 0H5

TO TORONTO, 5, ONT.
MSS145 ON 001 001
TODAY, 30 DECEMBER 1968
TO TORONTO, 5, ONT.
MSS145 ON 001 001

Industry, Trade and Commerce et Commerce du Canada Government of Canada